

Subject: This week from CCA (CCA Delivers - July 14, 2016)<bounce-mc.us4_7505613.267637-jmarino=downtownla.com@mail162.atl101.mcdlv.net>
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CCA Delivers
July 14, 2016

CCALA.org

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EVENTS CALENDAR

MONDAY, JULY 18
2 p.m. - 3:30 p.m.

**DTLA MARKETING
ROUNDTABLE**

THURSDAY, JULY 21
5 p.m. - 7 p.m.

**DISASTER RESPONSE IN LOS
ANGELES**
California Hospital Medical Center

WEDNESDAY, AUGUST 3
5 p.m. - 8 p.m.

**CCA CHIEFS OF STAFF
RECEPTION**

COMMITTEE CALENDAR

WEDNESDAY, JULY 20
8 a.m. - 9:30 a.m.

**HOUSING, LAND USE &
DEVELOPMENT**

Topics: Vision for the Los Angeles
City Planning Commission; Small
Lot Subdivision Update

Special Guests: David Ambroz,
City Planning Commission; Simon
Pastucha, City Planning

THURSDAY, JULY 21
8 a.m. - 9:30 a.m.

HOMELESSNESS POLICY

Topics: City of L.A.: Homelessness

CCA President & CEO Carol E. Schatz recognized out-going Fashion District BID CEO Kent Smith for his 17 years of service at his retirement party yesterday.

Transportation, Infrastructure & Energy Committee

This morning, CCA members heard about LADWP's "Summer Shift" and other business incentives, and they learned about Hyperloop technology at the Transportation, Infrastructure and Energy Committee meeting.

The next few months will be crucial for the Los Angeles Department of Water & Power (LADWP). With stored natural gas reserves severely limited, the Department is planning to avoid power outages caused by heat storms this summer. Energy efficiency incentives and other programs are being offered to entice business owners to adopt power saving technologies.

Hyperloop is an emerging transportation technology that will have the ability to transport people and freight in an accelerated fashion through an enclosed tube. The first demonstration project is expected to break ground this year in the King County and will be used to test and improve this groundbreaking transportation system.

CCA thanks **Neil Gugliamo** and **Alex Brown** of LADWP; and **Lan Saadatnejadi** of Hyperloop Transportation Technologies for their presentations.

For more information, please contact CCA's Director of Government Relations, **John Howland**.

CCA CEO Search

As you are aware, Carol Schatz will be transitioning out of her leadership role with Central City Association of Los Angeles. The Management and Operations Committee of CCA has established a Search Committee and retained the firm of Morris & Berger to

CCA IN ACTION

This week, CCA spoke at the L.A. County Board of Supervisors in support of a quarter cent increase in the sales tax to support homeless services. This proposal had the potential to create \$355 million annually in new revenues. However, the Board moved forward with placing a Special Use Tax on Marijuana on the November ballot. It has the potential to create \$78-\$130 million, if the recreational use of marijuana is approved. The Special Tax requires 67% of voter approval. CCA will continue to advocate for more funding to bolster homeless services like increasing the amount of recuperative care beds, jail in reach programs, mental health services and substance abuse counseling.

For more information, please contact CCA's Managing Director of Legislative Affairs & Government Relations, **Marie Rumsey**.

Following a presentation to the T.I.E. Committee earlier this year, CCA has been meeting with Metro staff and various stakeholders in the Arts District to help propel a new Purple / Red Line light rail station in that neighborhood. A station is at least six years away, but would serve as a vital link from the Arts District to the rest of Downtown.

For more information, please contact CCA's Director of Government Relations, **John Howland**.

This morning, CCA spoke at the City Planning Commission in support of Paramount Pictures

Reduction and Prevention,
Housing and Facilities Bond
County of L.A.: Special Use Tax on
Marijuana

Special Guests: Yolanda Chavez,
Assistant City Administrative
Officer, City of Los Angeles
Phil Ansell, Director, Homeless
Initiative; Chief Executive Office,
Los Angeles County

partner with us in identifying the next Chief Executive
Officer of CCA.

Based on collective feedback from staff and the
Search Committee, Morris & Berger has developed a
position description, which is [available here](#).

We wanted you to be aware of the search and
encourage you to share the position description with
others who might be interested in the opportunity. If
you have any questions or would like to nominate
someone for the position, please contact [Karin Berger](#)
[Stellar](#) and [Jay Berger](#) at Morris & Berger, who are
conducting the search (818) 507-1234.

Master Plan. Leading to the
creation of more than 7,300
construction jobs and 12,600 full
time jobs by the time work is
finished, the Plan is expected to
generate more than \$3 billion in
additional annual economic activity.
And it will help keep filming and
other production jobs in Los
Angeles.

For more information, please
contact CCA's Director of
Government Relations, [John](#)
[Howland](#).

Chiefs of Staff Reception

Chiefs of staff keep elected officials' offices running
smoothly, direct their policies and serve as sounding
boards. CCA's popular biennial Chiefs of Staff
Reception celebrates these unsung forces behind our
city and county officials. We invite you to join us in
honoring their great contributions to our community.
[Register here](#).

Want to get your brand in front of 400+ Los Angeles
business & city leaders? Become a sponsor of the
Chiefs of Staff Reception! Benefits include logo
placement on event signage, brand recognition in all
pre- and post-event marketing, complimentary tickets
to the reception, and recognition during the program.
For more information, please contact [Nhien Lasky](#).

NEW MEMBERS

[Mystery Box](#)

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Membership with CCA

CCA is the leading voice of business on important city
and statewide issues. From LAX to Downtown, CCA is
considered the Los Angeles business community's
most effective advocate and business leader. Our
citywide reach on a broad base of issues — including
land use, transportation and economic growth —
connect you with government and produce quick and
effective results that benefit your bottom line. As a
CCA member, you also receive personalized issue
advocacy and unparalleled access to city, county and
state power brokers and decision makers. CCA is
aggressively advocating on behalf of the business
community.

For more information about membership, please visit
[ccala.org](#) or contact CCA Director of Business
Development & Marketing, [Nhien Lasky](#).

Central City Association of Los Angeles. Our advocacy strengthens your bottom line.

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